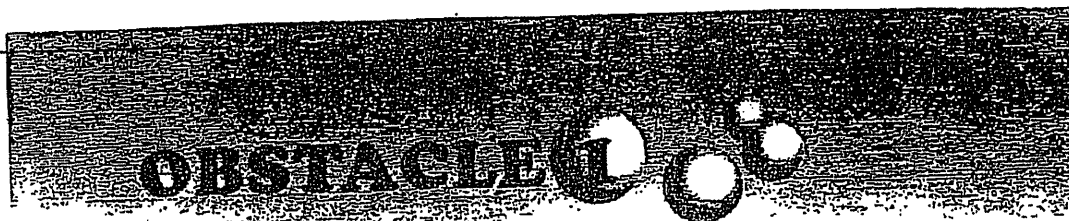


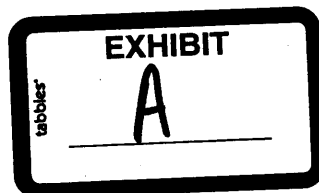


VIOXX[®]
(rofecoxib)

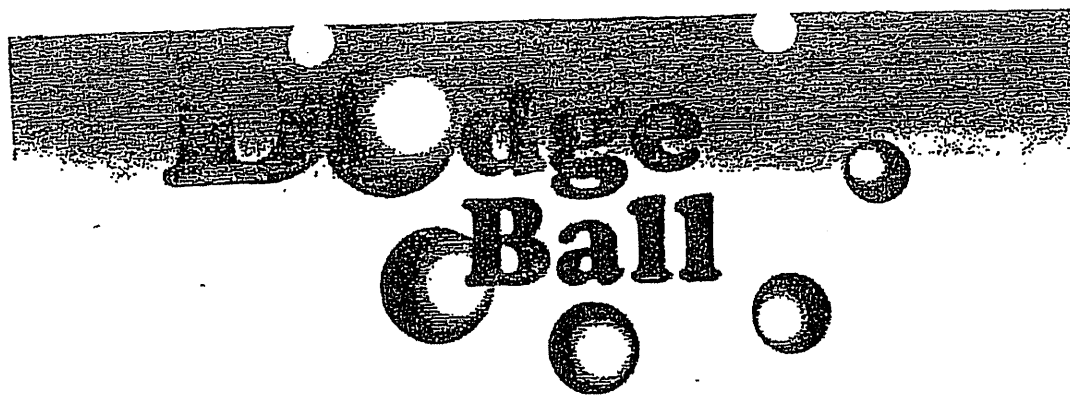


“I am concerned with the potential
edema that occurs with Vioxx.”

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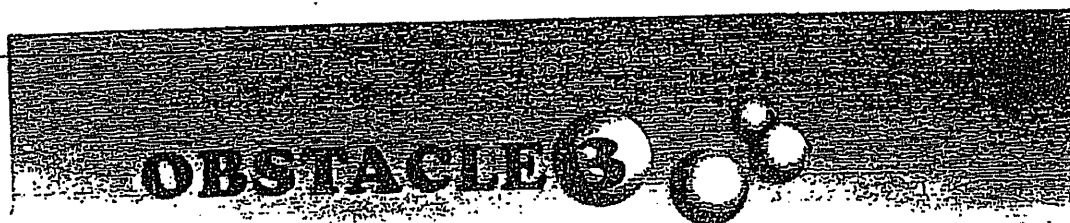
VIOXX[®]
(rofecoxib)



"I am concerned with dose-related
increases in hypertension
with Vioxx."



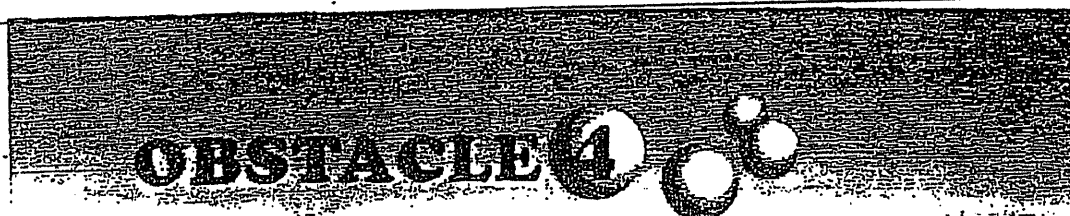
VIOXX[®]
(rofecoxib)



“Can Vioxx be used in patients
using low dose aspirin?”



VIOXX[®]
(rofecoxib)



“I am concerned about the
cardiovascular effects of Vioxx?”

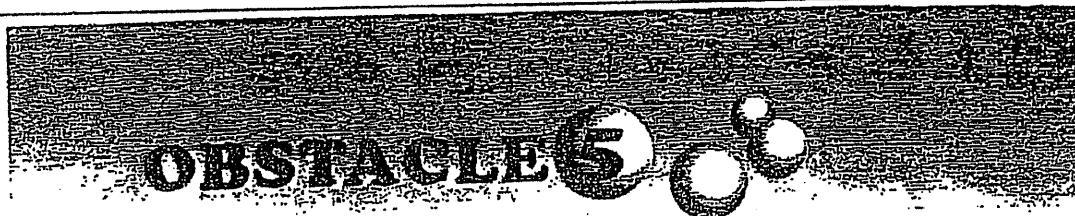


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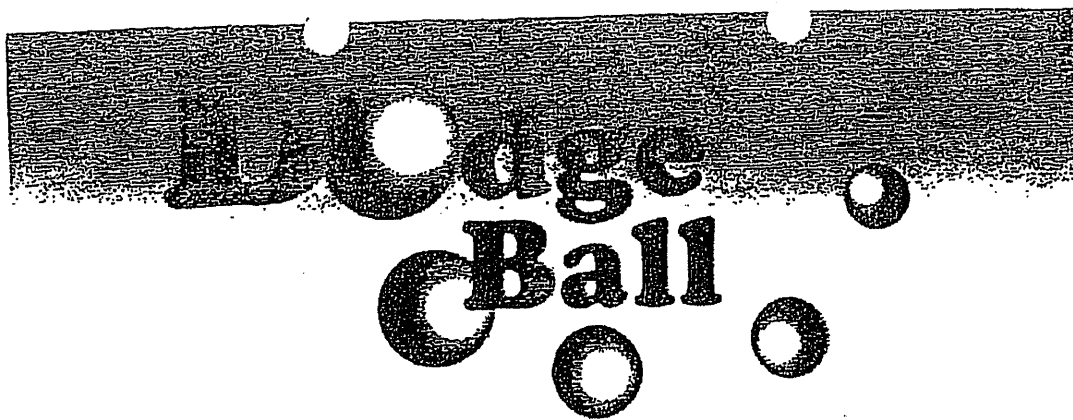
LEH 0115300



VIOXX[®]
(rofecoxib)



"The competition has been in my office telling me that the incidence of heart attacks is greater with Vioxx than Celebrex."



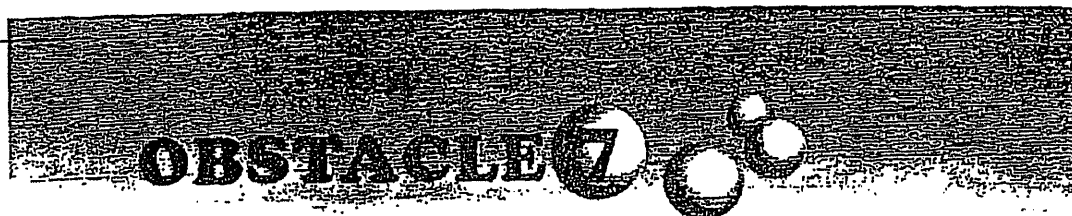
VIOXX[®]
(rofecoxib)



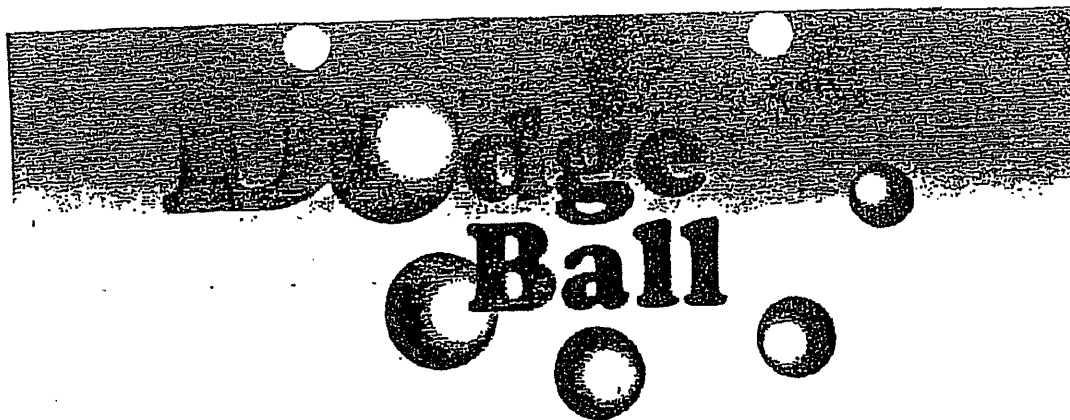
“There is no difference between
Vioxx and Celebrex, why
should I use Vioxx?”



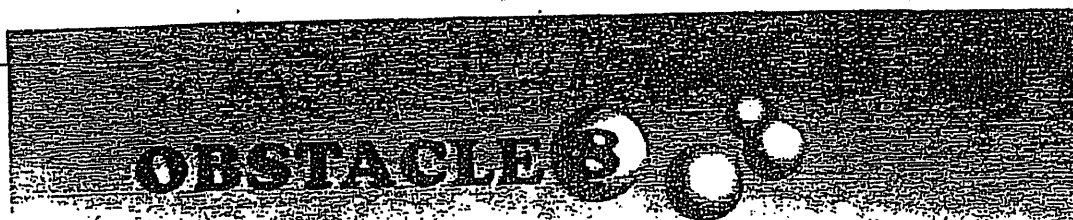
VIOXX[®]
(rofecoxib)



“Vioxx cannot be used for longer
than five days when treating
patients for acute pain?”



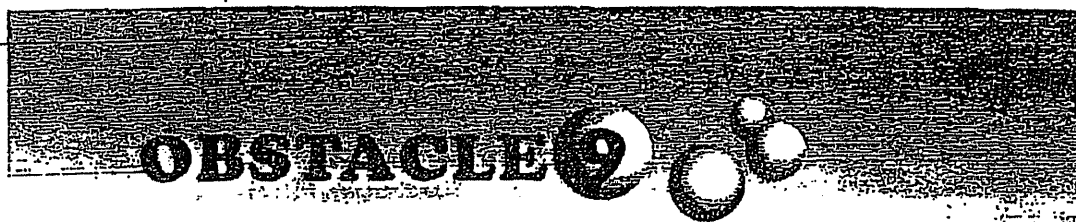
VIOXX[®]
(rofecoxib)



"I use Celebrex. I'm concerned
about the safety profile with Vioxx?"



VIOXX[®]
(rofecoxib)



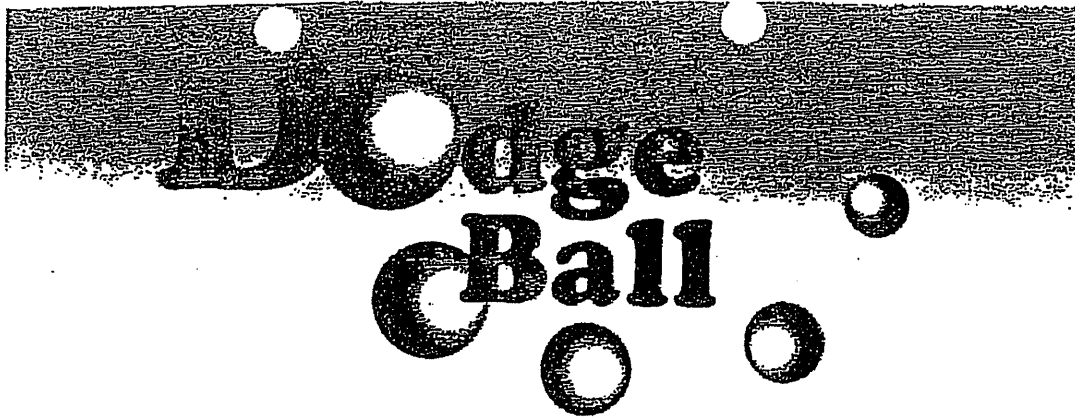
"I understand the new COXIB,
Mobic, was just approved."

**Dodge
Ball**

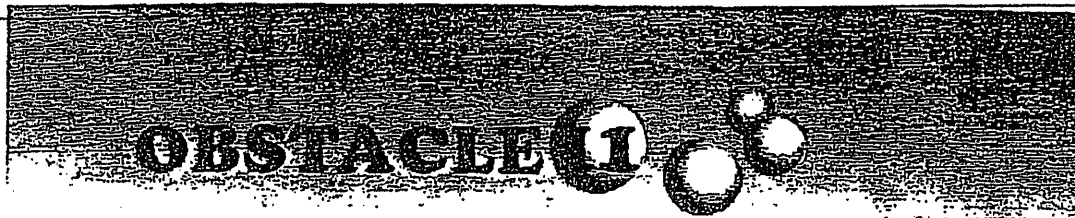
VIOXX[®]
(rofecoxib)

OBSTACLE

“Searle/Pfizer just presented me with data which showed Celebrex 800 mg daily did not exhibit dose dependent increases in side effects compared to the OA and RA doses, and that Vioxx exhibited dose dependent increases in side effects with the 50 mg dose.”



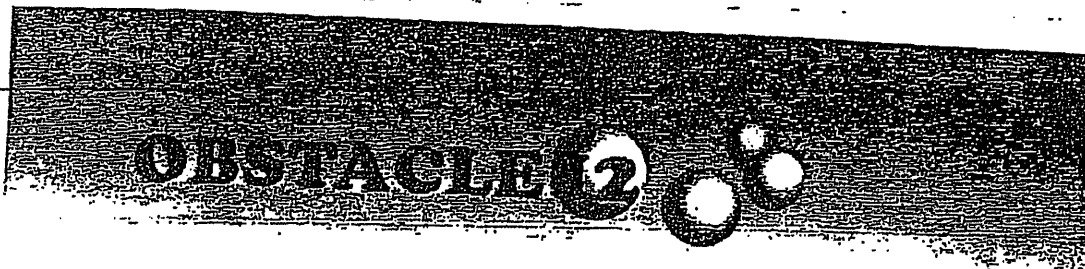
VIOXX[®]
(rofecoxib)



“The new narcotic data looks great,
now I’ll use Vioxx for all my acute
pain patients.”



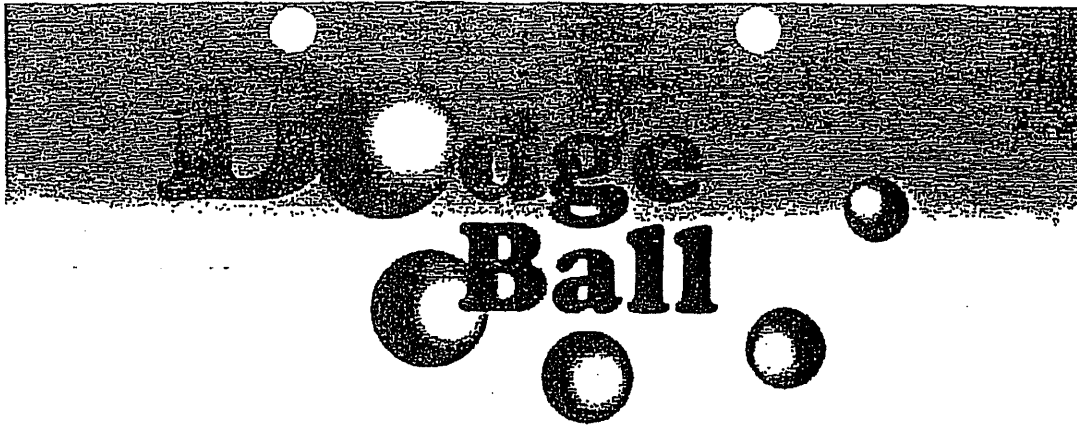
VIOXX[®]
(rofecoxib)



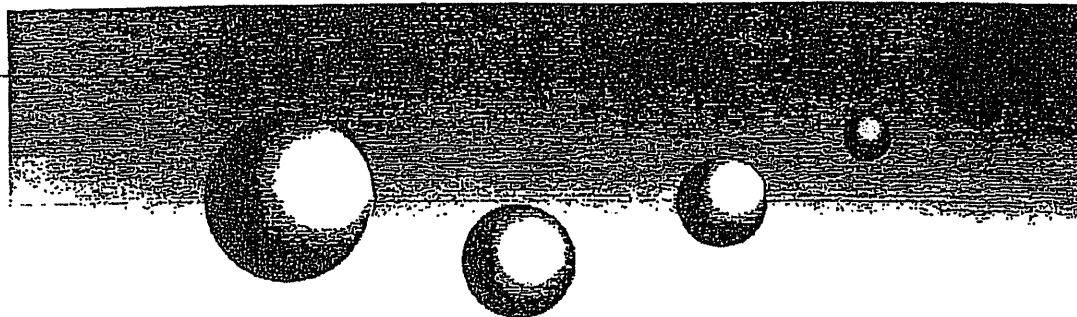
"I can't use Vioxx because the HMO's require the patients to be on generic NSAIDS first."

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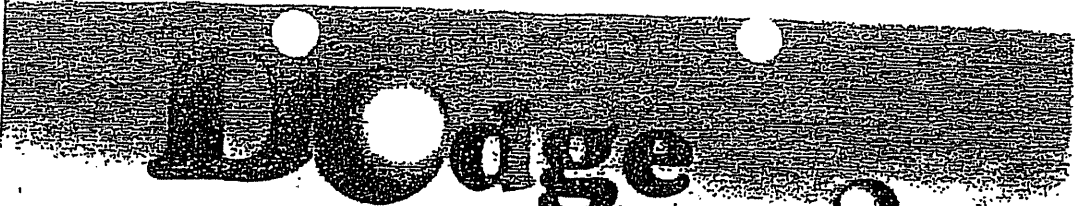
LEH 0115308



VIOXX[®]
(rofecoxib)

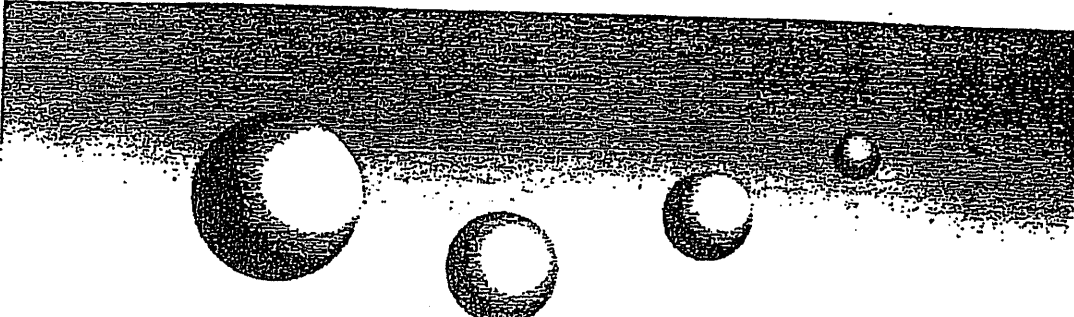


DODGE!

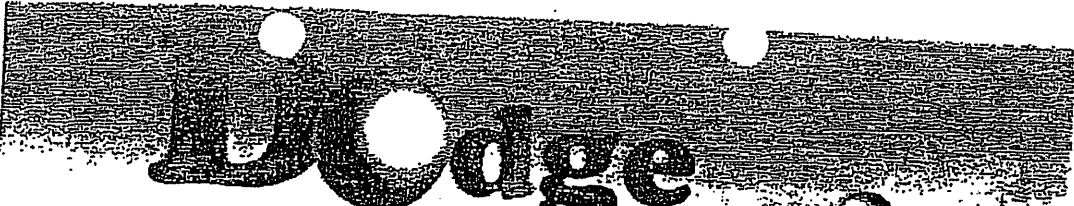


**Dodge
Ball**


VIOXX[®]
(rofecoxib)



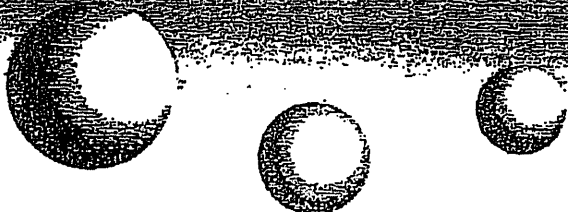
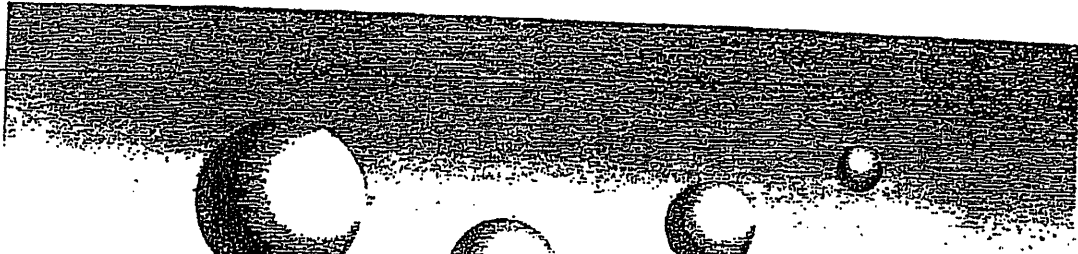
DODGE!



**Dodge
Ball**




VIOXX[®]
(rofecoxib)



DODGE!

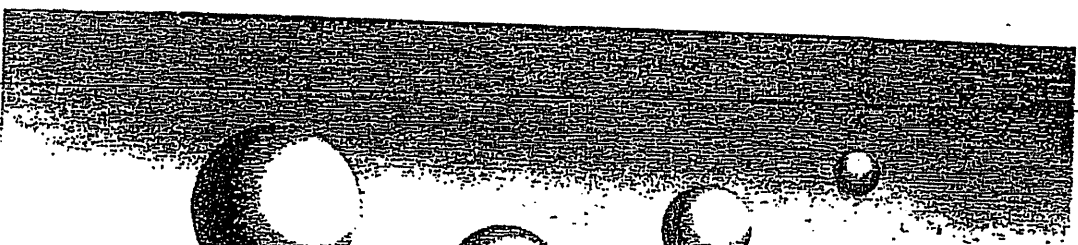
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**Dodge
Ball**

VIOXX[®]
(rofecoxib)



DODGE!

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LEH 0115310